California State University, Fullerton

2014-2015

MIHAYLO MAGAZINE

The official news magazine of Mihaylo College of Business and Economics

Smart Stock Market Investment

Students invest real money in the stock market and donate the proceeds to Mihaylo's Tutoring Center

6 What a Beautiful World
From San Diego to Las Vegas and beyond, Laurie Resnick '77 decks the halls in grand style

10 Good Data Makes a Difference
A new Healthcare Analytics Certificate program prepares professionals for the expanding field of health care data mining

13 Dean's Report 2014-2015
Alumni, students, donors and business leaders work together to shape business in Southern California

Dean's Message

"It's a tough class. It's real world, and more importantly, it's real money. This is not hypothetical."

This is how Robert Kargenian '81, president of TABR Capital Management, describes our rigorous Applied Securities Analysis Program, a year-long course immersing students in investment management. The student-managed fund was originally created by donors, including chairman and chief investment officer of Jackson Square Partners, Jeff Van Harte '80. The students are advised by a blue-ribbon investment committee whose members, which include Kargenian and Van Harte, really know the market and spend a great deal of time as mentors. Last year, the students in the program donated $5,000 out of the profits they made to the Mihaylo College Tutoring Center.

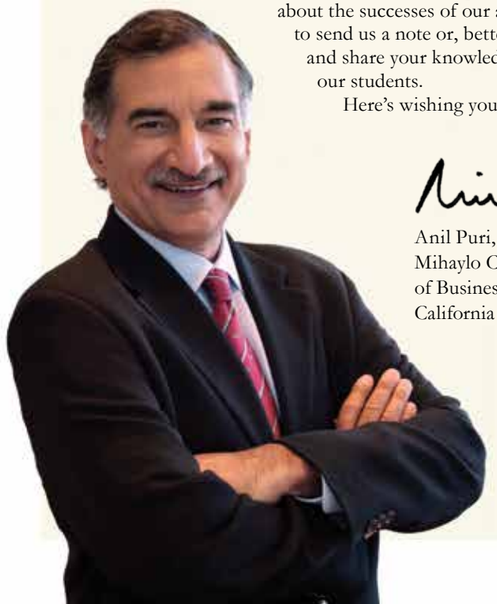
This course epitomizes our extraordinary Mihaylo community and its commitment to a high-quality, hands-on education: A combination of intellectual rigor and real-world experience guided by excellent professors, dedicated business leaders and active alumni working together to ensure that our students are best-prepared to launch their careers.

This issue of *Mihaylo Magazine* features my biennial dean's report. It's not just an accounting of our many successes over the last few semesters; it's a spotlight on the people who make our business school, California's largest, one of the most effective in shaping business. As you will see, hundreds of business leaders have made an ongoing commitment to Mihaylo College – in the classroom, within the Executive Council, on the Dean's Advisory and Centers of Excellence boards, participating in panel discussions, serving as mentors, providing internships, hiring graduates and supporting the college with financial contributions. We are both grateful and honored by their dedicated involvement.

Finally, a particularly significant accomplishment is our recent dual accreditation from the Association for the Advancement of Collegiate Schools of Business International (AACSB), the premier international accrediting body of business schools. Following an intensive review process, Mihaylo College's accreditation was extended for another five years in both business administration and accounting – only 5% of business schools worldwide have achieved this distinction, and we are very proud of this accomplishment.

As dean, one of the things I enjoy most is hearing about the successes of our alumni, and I invite you to send us a note or, better yet, come to campus and share your knowledge and experience with our students.

Here's wishing you much success in 2015.



Anil Puri, Dean
Mihaylo College
of Business and Economics
California State University, Fullerton

AACSB ACCREDITED

In This Issue

13

Rising Stock

With finance professionals as mentors, a year-long investment course pays dividends for students and raises funds for Mihaylo College's Tutoring Center.

2 Business Briefs
Awards and honors, competitive victories, celebrated milestones, campus activism, major grants and global immersion are all part of the Mihaylo community experience.

6 Leaders in Business
Laurie Resnick '77 built a business based on a deep respect for her customers along with a dreamer's eye for beauty. Scott O'Brien '77 has been with The Safariland Group for more than 35 years, and the company continues to grow globally under his leadership.

10 Centers of Excellence
There's always something new going on within the Centers of Excellence: A certificate program in health care analytics is underway; the Gianneschi Center finds a home at Mihaylo; and a new research bulletin focusing on corporate reporting and governance is launched.

13 Dean's Report 2014-2015
With impressive national rankings, globally recognized faculty research and students whose academic performance and accomplishments put them at the forefront of the job market, Mihaylo College, the largest accredited business school on the West Coast, is shaping business in Southern California.

32 Alumni Network
Business professionals locally and globally make up Mihaylo's extensive alumni network, including honorary doctorate recipient Richard Davis '83, U.S. Bancorp chairman, president and CEO, and "Shark Tank" winner Theresa Fraijo '08.

8 Leader in Business
Scott O'Brien '77 provides The Safariland Group with a focus on both a productive corporate culture and a competitive drive to improve the company every day.

10 Meeting the Demand
The Center for Information Technology and Business Analytics creates a certificate program supporting professional development in health care analytics.

Mihaylo College of
Business and Economics

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MIHAYLO

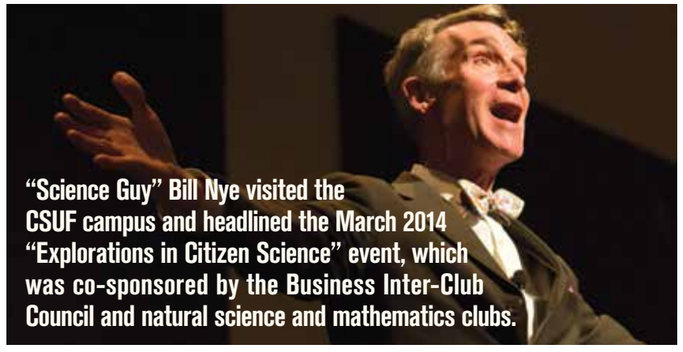
#MyTopCollege

Tweets and Instagram Posts Make CSUF No. 1

Cal State Fullerton claimed the top spot among 300 universities nationwide in the *Forbes* magazine #MyTopCollege social media campaign, which invited campus communities to promote their schools via Twitter, Instagram and Facebook. CSUF had the most participation nationally, according to *Forbes*, with posts ranging from beauty shots of the campus to notes from alumni and students about their college experience.

Accounting Department Receives Award from Institute of Internal Auditors

The Institute for Internal Auditors has recognized Mihaylo College's accounting department for program quality, continuity and sustainability. The institute presented the department with a $4,500 gift to support student scholarships.



"Science Guy" Bill Nye visited the CSUF campus and headlined the March 2014 "Explorations in Citizen Science" event, which was co-sponsored by the Business Inter-Club Council and natural science and mathematics clubs.

GLOBAL IMPACT

German Exchange Program Celebrates 20th Anniversary

At a reception in April 2014, Mihaylo College Dean Anil Puri, center, watches as CSUF President Mildred García congratulates and thanks Andreas Frey, rector of Nürtingen-Geisling University, for the 20-year partnership involving both student and faculty exchanges between the German university and Mihaylo College.

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Mihaylo Students' National Debt Awareness Campaign is Among Top 10 Nationally

As students walked the campus last February, they encountered sidewalk chalk messages about the U.S. national debt – which has increased from $7 trillion to more than $17 trillion in the last 10 years. The temporary graffiti was one of several tactics deployed by Mihaylo College students taking part in the nationwide Clinton Global Initiative's "Up to Us" campaign competition. Designed to educate students about the debt and how it affects young adults and the nation's future, the Mihaylo campus campaign was chosen among the top 10 promotions nationally. The team hosted a series of events, including a documentary screening, a campus rally and panel discussion with a videotaped message from U.S. Rep. Ed Royce '77 recorded specifically for the CSUF community and the campus campaign. The Mihaylo student organizers included Bita Kianian '14 (economics), Aaron Mendez '14 (economics), Shervin Taheri '15 (economics) and Sakshi Walia '16 (finance) along with political science students Kelsey Brewer '16 and Janet Perez '14.

Bita Kianian '14 (economics) sits on the CSUF Quad with a "flag the debt" display, part of the kick-off to the spring 2014 "Up to Us" campaign, which raised awareness about the U.S. national debt.

Mihaylo Ranked Among Top 25 Best Online Graduate Business Schools in the Nation

U.S. News & World Report ranks Mihaylo College among the 2015 Best Grad Schools-Business for our part-time MBA program and one of the top 25 Best Online Graduate Business Programs. Mihaylo College's Master of Science in information technology program is ranked No. 1 in California.

BEST GRAD SCHOOLS U.S.News & WORLD REPORT BUSINESS PART-TIME MBA 2015

Mihaylo College is a *Princeton Review* 2015 Best Business School.

THE PRINCETON REVIEW BEST 296 BUSINESS SCHOOLS 2015

Mihaylo Entrepreneurship Program Collaborates to Win $1 Million Grant

Entrepreneurship may be the lifeblood of the American economy, but many young people, particularly in low-income areas, know little about what it takes to start a business enterprise. Mihaylo Entrepreneurship Lecturer John Bradley Jackson is one of four CSUF faculty members who have created a program, Innovative Technology Experiences for Students and Teachers (ITEST), designed to expose middle school students in the Anaheim Unified High School District to entrepreneurship. The school district is located in one of the most dynamic economic regions of the United States, yet it contains many underprivileged and low-income students who often have limited opportunities.

"The students will be challenged to create new business concepts within the domain of science and engineering using a 'lean startup' process. This gets the students out of the classroom to talk to prospective customers," says Jackson of the program that won a three-year, $1 million grant from the National Science Foundation (NSF). The project is a collaboration between Mihaylo College and CSUF's colleges of engineering, computer science and education.

The ITEST program is part of the broader effort of the NSF to reverse the decade-long decline in student interest in the sciences, technology, engineering and mathematics (commonly referred to as STEM) – a worrisome trend for economists, who realize the importance of these skills in the contemporary knowledge economy. The program has a unique business emphasis, encouraging students to imagine science-based business ideas or products, such as robotics, computing innovations or electronics, all part of the STEM fields.

By Daniel Coats

GLOBAL IMPACT

Eastern Europe 2014 Summer Study

To better understand the geopolitical and security issues faced by the Republic of Georgia, Kristal Bird '14 (entrepreneurship) and Paul Jun '14 (MBA) participated in a three-week summer study program at the Georgian Institute of Public Affairs. Each student presented a research project related to what they learned during their trip. Bird focused on the comparisons between the political threats created by Russia in Ukraine and Georgia and developed a strategy for Georgia's voice to be heard in the international community. Jun's work explored Georgia's wine tourism, identified a target market and proposed an aggressive campaign to increase tourism.

Mihaylo students conducted research projects while visiting the Georgian Institute of Public Affairs. Pictured, from left, are Kristal Bird '14 (entrepreneurship), Mihaylo Management Professor Adelina Gnanlet, Paul Jun '14 (MBA) and Jordan Magana '14 (history).

Victory: Mihaylo Consulting Team Wins National Title in Project of the Year Competition

Mihaylo students won first place nationally for their consulting project with Ticket Group, and team members are pictured, above, with the company's president, Eric Van De Zilver, third from right. The winning Mihaylo contingent includes, from left, team mentor Angeli Menta '12 (entrepreneurship), Kayla Donohue '14 (entrepreneurship), Zach Turner '13 (entrepreneurship), Heather Castner '14 (marketing), Rex Noreen '13 (entrepreneurship), Erica Saunders '13 (marketing), Van De Zilver, team mentor Diana Mungia and Max Lubliner '13 (marketing).

Mihaylo business consulting teams won national titles again in March 2014 at the Small Business Institute Project of the Year competition, which recognizes students for their work in consulting with local companies. Mihaylo's first-place team of undergraduates presented their marketing study for the Ticket Group, an Irvine company that helps people find tickets online for concerts, theater and sporting events. Mihaylo MBA students earned second place in the graduate-level competition with their consulting project for Loutech, a family-owned business in Chino, Calif., with expertise in machine components. Mihaylo teams have won the national championship 11 times in the last 22 years.

As part of a campus-awareness campaign in February 2014, Mihaylo College Business Honors students set up a chalkboard titled "Before I Die" and invited passers-by to declare their aspirations. The Business Honors program comprises a select group of high-achieving business administration students and provides them with a core set of honors courses focused on a personalized education.

GLOBAL IMPACT

The 'Internationalization' of Mihaylo College: Agreement with Vietnam Provides Programs for Students and Professors

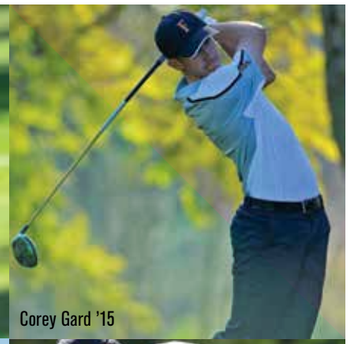
In April 2014, Cal State Fullerton President Mildred García, center, led a CSUF delegation during a visit to Foreign Trade University (FTU) in Vietnam to meet with students and faculty. An agreement between CSUF and FTU provides several different programs for students and professors at both universities.

More than 30 CSUF faculty members have traveled to Foreign Trade University (FTU) in Vietnam to teach exactly the same classes they teach in Fullerton – it's a program designed to replicate both course content and teaching methods. "The CSUF professors develop international expertise and can learn how different societies and economies operate and ways U.S. business practices can be adapted or need to be modified," says James Dietz, economics professor and former faculty coordinator of the Mihaylo College/FTU program. "The FTU professors are co-instructors and learn cutting-edge course material as they are exposed to U.S. teaching techniques and technology."

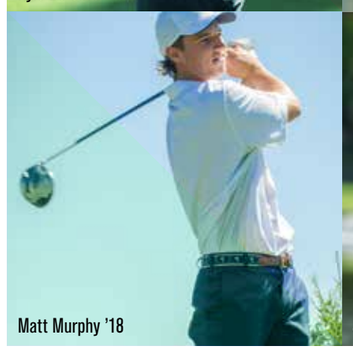
This is what Dietz calls the "internationalization" of the Mihaylo curriculum.

In its fourth year, the agreement between CSUF and FTU has provided several different programs for students and professors on both sides of the world. In May 2014, five transfer students from FTU were the first students taking advantage of the opportunity to complete their degrees in business administration at CSUF, having begun their studies in Vietnam. During this past summer, six administrators and faculty members from FTU participated in an annual professional development program at CSUF, which included English classes, workshops on American instructional techniques and the opportunity to audit classes.

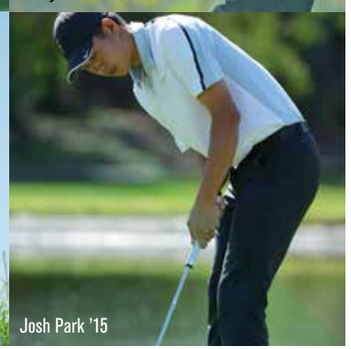
Kyle De Silva '18



Corey Gard '15



Matt Murphy '18



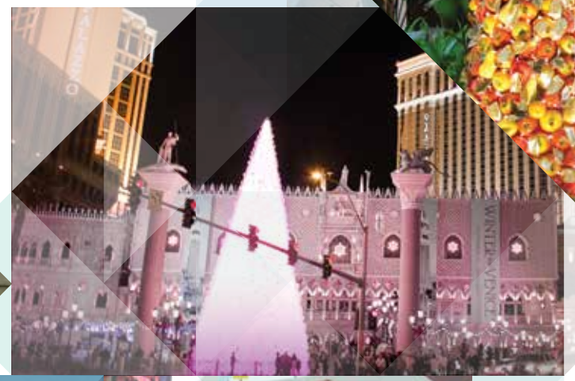
Josh Park '15

Mihaylo Golf Champions

Four Mihaylo College students were part of the triumphant 2013-14 CSUF men's golf team: The Titans claimed their second Big West Men's Golf Championship in April – an impressive accomplishment for the team, which was reinstated by the university in 2009. Among the winning team members were Corey Gard '15 (management), Kyle De Silva '18 (pre-business), Matt Murphy '18 (pre-business) and Josh Park '15 (marketing). For the first time, the 2013-14 team also won the CSUF-hosted Folino Men's Invitational in addition to winning the Bill Cullum Invitational and Warrior Princeville Makai Invitational.

Laurie Resnick '77

Laurie Resnick '77 is in the business of beauty: Pictured counterclockwise from top are her company's holiday decorations at Wynn Las Vegas, The Venetian's Christmas display in Las Vegas, Rolling Greens Nursery in Culver City, Chinese New Year décor at Pechanga Resort and Casino, Rolling Greens Nursery in Los Angeles and a residential landscape design.



'IT'S NOT JUST A TREE. IT'S A WHOLE MOMENT'

By **Laurie McLaughlin**

From The Venetian in Las Vegas to the Hotel Del Coronado in San Diego, Laurie Resnick '77 has created many "moments" for shoppers, tourists and office-workers to enjoy during the hustle of their busy lives.

Not far from Angel Stadium in Anaheim is a giant warehouse that elicits "oohs" and "aahs" from all who visit – which is not the usual reaction when stepping into an Orange County storage facility. Within this building's 60,000 square feet, more than an acre is stacked high with large, bright and colorful winter holiday décor – the likes of which most people do not encounter all in one place.

"I don't want to say it's the Home Depot of décor, but it really is set up like one of their stores with huge warehouse shelving and lots of signs – 'red balls,' 'green balls,' 'garland,' 'trees,'" says Laurie Resnick. "It's immense, and the amount of product we have in here is just mindboggling."

Resnick is the managing partner of both Associated Group, a landscape and display-design company, and Rolling Greens Nursery home and garden retail stores. The warehouse supplies the business with the tools to "spin straw into gold," says Resnick, in shopping malls, casinos and office complexes up and down the western United States.

"We are in the business of beauty," adds Resnick, of the companies she runs with her business partner, Greg Salmeri. She primarily oversees the lush exterior and interior landscape and display-design enterprise of Associated Group, and Salmeri heads their fashionable Rolling Greens stores in Culver City and Los Angeles.

"Greg and I are both creative in different ways, and everything we do is based on design and our creativity. I guess it's because we see the world that way," says Resnick. "Life can be a lot of drudgery, and to encounter something unexpected and beautiful – even just for a few minutes – puts a little more meaning in our lives and makes it more interesting and worthwhile."

'To encounter something unexpected and beautiful – even just for a few minutes – puts a little more meaning in our lives and makes it more interesting and worthwhile.'

Resnick and Associated Group infuse beauty into many of the spaces that Southern Californians frequent – including the recent and much-heralded landscape remodel at Emerald Bay, designed by Salmeri through Rolling Greens and maintained by Associated Group's landscape services.

However, the company's dozens of large-scale holiday displays are the most dazzling, including The Venetian in Las Vegas featuring their clever "bubble" tree; Wynn Las Vegas' giant holiday topiaries; the seasonal infusion at Downtown Los Angeles' City National Plaza; and the perennially popular yuletide display at Hotel Del Coronado in San Diego with the lobby's signature Christmas tree. "We've been doing the Del's decorations for 20 years, and so many people go to see it over the holidays," says Resnick. "It's a destination, a throwback in time, and everybody relates to that and loves it. It's not just a tree; it's a whole moment."

Resnick's on a mission to create these moments. "Everyone wants the Rockefeller Center tree, because it's a feeling. It's New York. It's winter. It's Christmas," she says. "It draws people in and makes them feel good. That's what we do."

A member of both Mihaylo's Executive Council and Center for Entrepreneurship, Resnick graduated from Cal State Fullerton in 1977 with a bachelor's degree in political science. About 15 years ago, the business school recognized her entrepreneurial leadership and invited her to be a professor for a day, and she's been a generous supporter and an integral part of the college's mentor community ever since.

She routinely shares the lessons she's learned with students: She built a business that suits both her interests and leadership style. "When I look at the world, I see everything is possible. I'm way out there dreaming and thinking crazy things. But as they say, 'Without a plan, a vision is hallucination.' So, my role is to articulate and communicate our grand ideas to our staff and our customers and qualify it with strong business realities."

And one of those business realities is establishing long-lasting relationships with both customers and employees. "We are not in this to get rich quick. We're in this for longevity," she says. The companies' focus has always been on quality and ease for the client, which has resulted in decades-long customer relationships. The same is true for her employees, Resnick adds. "We expect the staff to understand the company's values and work really hard, and they 'get it.' We treat them really well, and they are also very loyal. They understand that quality, beauty and a 'feeling' are our brand."

With all its opulence, the Christmas and New Year's holidays are obviously a busy time for Associated Group and Rolling Greens Nursery, but the company provides artful designs – both large and small – year-round. There's a section of the warehouse stocked with red and gold adornments for a two-week celebration in February. "Chinese New Year," she says. "It's huge in Las Vegas and the Indian casinos." Resnick and her team are hard at work creating the moment. M

Scott O'Brien '77

a man with a MISSION

The leadership that Scott O'Brien '77 provides The Safariland Group as president is focused on both a productive corporate culture and a competitive drive to improve the company every day.

BY Laurie McLaughlin

Among the most meaningful encounters in Scott O'Brien's life are the meetings he has with law enforcement officers whose lives have been saved by the products his company makes.

"We're celebrating our 50th anniversary, and this company has grown exponentially," says O'Brien of The Safariland Group. "But it's more rewarding to do something that provides protection and saves the good guys."

With headquarters in both Ontario, Calif., and Jacksonville, Fla., The Safariland Group manufactures and sells safety and survivability products for public safety departments, the military and sporting markets – from body armor and flotation equipment to riot gear and gun holsters, the product that launched the company in 1964.

The company established the SAVES Club, which recognizes law enforcement officers whose lives were saved by vests made by The Safariland Group associates.

"That's more than 1,900 people saved, and we bring the officers into our manufacturing plants to share their stories," says O'Brien, president of the company. "It's really compelling, and it's part of our company's culture."

The Safariland Group established the SAVES Club, which recognizes more than 1,900 law enforcement officers whose lives were saved by vests made by the company's associates.

Pictured, from left, are Ed Hinchey, The Safariland Group's SAVES Club manager, and SAVES Club members Antoinette Charles (save number 1752), Owen Confessore (save number 1778) and Jared Reston (save number 1770).

O'Brien joined Safariland in 1973 while attending Cal State Fullerton as a business major. When he graduated, O'Brien assumed various roles within the company in the areas of marketing, operations and manufacturing. In 1993, he was appointed president and chief operating officer and was a partner until they sold the business six years later.

"At the time I started with the company, we did more than a million dollars in sales. We built the business over the next 20 years, and we had $100 million in sales when we sold it to Armor Holdings in 1999," he says. O'Brien remained a key leader both within the industry and in the company as it was acquired by larger organizations. In 2005, he was again asked to serve as president when the company was one of a number of brands that made up BAE Systems Products Group, which changed its name to Safariland in a nod to the brand's reputation, and O'Brien was leading a business with more than $500 million in sales.

Seven years later, O'Brien and a group of investors led by Warren Kanders, the same investor that sold the company to BAE Systems in 2005, bought the company back and it's now privately held with 2,200 associates around the globe.

"People find it interesting that I've really had one job for 40 years, but it's morphed from a private company to a public company and then part of a big corporate conglomerate, and I've embraced each one of them," he says. "It's been different experiences at different times in my life."

Through the decades, he's learned that his job is to establish the organization's culture, which is set firmly on the mission of saving lives. "If the company's culture is right, then all the strategy and everything else follows. I work really hard on that," he says. "I think business is pretty simple: You take care of your customers, and you take care of your people, and the rest takes care of itself."

However, there is no question that O'Brien is intent on maintaining the company's leadership position within the industry. "I live by the idea that every single person in our company needs to compete. Whether you are in accounts receivable or customer service, you've got to get up every day thinking about how you're going to be better than our competitors," he says. "That might be educating yourself or getting to work a little earlier or getting better organized. Whatever it is, if all of our associates get a little better each day, we'll be a lot better by the end of the year."

This focus on continuous improvement is among the lessons O'Brien shares with Mihaylo College students. He earned his bachelor's degree in business administration with an emphasis in marketing in 1977 at Cal State Fullerton, and he's been a dedicated supporter for years, including serving on the Mihaylo College Dean's Advisory Board. The Scott O'Brien '77 Family Innovation Center in Mihaylo Hall was named in honor of the gift he and his wife, Deanna, presented to the college.

The Safariland Group also works with Mihaylo graduate students within the college's Small Business Institute capstone program – an intensive, semester-long opportunity for MBA students to consult with companies and provide extensive research and analysis for real business questions. The companies each pay a $5,000 fee for these services.

"It's been worth every penny," says O'Brien. "We've had several Mihaylo student consulting groups work with us on products, including handcuffs, our glove business and micro-cooling, and they've done a fantastic job. They do market research and have come back with recommendations, which we've implemented."

In the same way that O'Brien is focused on company culture and continuous improvement, he's also got an eye on the future of business. "I've had a lot of good discussions with Dean Anil Puri about how Mihaylo College produces leaders and not just people who have a business degree," he says. "I can't think of a better way to give back than to support a quality, reasonably priced education for young people. It's what makes America great."

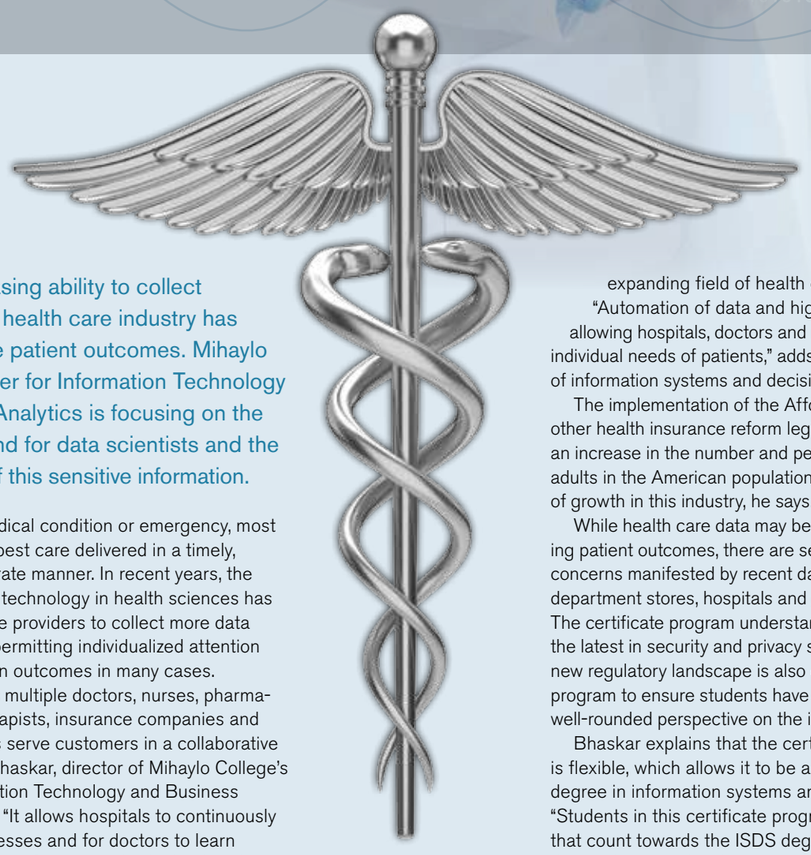
CENTER FOR INFORMATION TECHNOLOGY AND BUSINESS ANALYTICS

Certificate Program Supports Demand for

PROFESSIONAL DEVELOPMENT IN HEALTH CARE ANALYTICS

The Center for Information Technology and Business Analytics and director Rahul Bhaskar have developed a unique **Healthcare Analytics Certificate program**, which will be offered through University Extended Education at CSUF and prepares professionals for the rapidly expanding field of health care data mining.

MIHAYLO



The ever-increasing ability to collect data within the health care industry has helped improve patient outcomes. Mihaylo College's Center for Information Technology and Business Analytics is focusing on the growing demand for data scientists and the management of this sensitive information.

When facing a medical condition or emergency, most patients want the best care delivered in a timely, efficient and accurate manner. In recent years, the rise of information technology in health sciences has allowed health care providers to collect more data than ever before, permitting individualized attention and improvement in outcomes in many cases.

"The data helps multiple doctors, nurses, pharmacists, physical therapists, insurance companies and other stakeholders serve customers in a collaborative way," says Rahul Bhaskar, director of Mihaylo College's Center for Information Technology and Business Analytics (CITBA). "It allows hospitals to continuously improve their processes and for doctors to learn patterns that are specific to an individual rather than a population. Drug manufacturing companies have access to this data giving them feedback on the efficacy of their products."

Bhaskar and CITBA have developed a unique Healthcare Analytics Certificate program, which will be offered through University Extended Education at CSUF and prepares professionals for the rapidly expanding field of health care data mining.

"Automation of data and higher data quality is allowing hospitals, doctors and nurses to focus on the individual needs of patients," adds Bhaskar, a professor of information systems and decision sciences.

The implementation of the Affordable Care Act and other health insurance reform legislation coupled with an increase in the number and percentage of older adults in the American population are additional drivers of growth in this industry, he says.

While health care data may be invaluable in improving patient outcomes, there are serious data security concerns manifested by recent data breaches at department stores, hospitals and government agencies. The certificate program understandably discusses the latest in security and privacy safeguards. The new regulatory landscape is also covered within the program to ensure students have an up-to-date and well-rounded perspective on the industry.

Bhaskar explains that the certificate program is flexible, which allows it to be a catalyst toward a degree in information systems and decision sciences. "Students in this certificate program will take classes that count towards the ISDS degree program. If they desire, they can decide to pursue admission to the university and count these classes towards their degree," he says.

The program is particularly suited for Southern California, according to Bhaskar, which has a high concentration of world-class health care providers. "Locally, there is a plethora of health care providers, including Kaiser Permanente, St. Joseph Health, Memorial Health Care, Loma Linda University Medical Center and Los Angeles County Health Care. These providers need experts within their organizations who have analytics skills," he says.

CITBA ensures that Mihaylo's business programs embrace cutting-edge technology by hosting workshops, speakers and exploring real-world solutions for businesses in the community. One such program included a free two-day workshop on data mining, one of the fastest-growing technological fields. The 50 attendees at the January 2014 event received free materials and instruction thanks to the involvement of SAS Inc., a major software manufacturer. "The workshop attracted people from all over the country – from South Dakota to Texas and from Utah to Washington, D.C.," says Catherine Atwong, an associate professor of marketing at Mihaylo, who also attended the event. Participants represented more than 15 institutions, including Georgetown University, Brigham Young University, University of Maryland and University of Southern California.

CITBA programs are growing rapidly as the demand for data scientists increases. Bhaskar reports that interest in the Master of Science in information sciences graduate program has increased 200 percent. Bhaskar and the center are working to support students in their pursuit of industry careers. It's an area of opportunity, says Bhaskar: "The explosion of data and its use has increased the need for experts to analyze this data to support the strategy of their employers." M

By Daniel Coats

For more information about the Center for Information Technology and Business Analytics, visit informationintelligence.org.

Fifty people participated in a free two-day workshop at Mihaylo College presented by SAS Inc., a major software manufacturer. Participants represented more than 15 institutions, including Georgetown University, Brigham Young University, University of Maryland, University of Southern California and Cal State Fullerton.

Mihaylo Centers of Excellence

Mihaylo College's Centers of Excellence provide education, research, information and networking opportunities for the Mihaylo community, local businesses, aspiring professionals and government agencies.

Center for Corporate Reporting and Governance
Vivek Mande, *director*
business.fullerton.edu/centers/ccrg

Center for Economic Education
Radha Bhattacharya, *director*
business.fullerton.edu/centers/econcenter

Woods Center for Economic Analysis and Forecasting
Anil Puri and Mira Farka, *directors*
business.fullerton.edu/centers/ceaf

Center for Entrepreneurship
John Bradley Jackson, *director*
business.fullerton.edu/centers/cfe

Center for Family Business
Ed Hart, *director*
csuffamilybusiness.com

Center for Information Technology and Business Analytics
Rahul Bhaskar, *director*
informationintelligence.org

continued on page 12

The Gianneschi Fellowship in Nonprofit Leadership is designed to jumpstart the nonprofit career of a graduating student by providing paid summer employment. At the July ceremony, Kristina Beasley '12, '14 (anthropology, health science), above left, received the Gianneschi Fellowship Student award. Lawrence Gustafson, above right, of THINK Together, a youth-focused nonprofit, employed Beasley and received the Gianneschi Fellowship Host Organization award. They are joined by Jack Toan, vice president and community affairs manager for Wells Fargo. The bank funded both fellowship awards.

GIANNESCHI CENTER FOR NONPROFIT RESEARCH

Gianneschi Center Conducts Summer School for Nonprofits

More than 300 people representing a variety of Orange County nonprofit and faith-based organizations attended the ninth annual Summer School for Nonprofits in July at Mihaylo Hall. The program was presented by the Gianneschi Center for Nonprofit Research, Mihaylo College's newest Center of Excellence. The five-day program included seminars and presentations on a range of topics, including taxes, effective marketing, procuring grants, best practices in leadership, fiscal management, legal responsibility, advocacy and lobbying, volunteer relations and community relations.

Directed by Susan Cadwallader, marketing professor, the Gianneschi Center supports and encourages the work of Orange County's many charitable organizations. The center is a repository for data about the sector in addition to providing programs, research and education for nonprofit professionals and volunteers.

For more information about the Gianneschi Center, email Susan Cadwallader at scadwallader@fullerton.edu or visit business.fullerton.edu/centers/gcnr.

CENTER FOR CORPORATE REPORTING AND GOVERNANCE

CCRG Publishes First Bulletin Examining Orange County Auditing Trends

In response to the intense focus from regulators and the investing public, the inaugural issue of the research bulletin published by Mihaylo College's Center for Corporate Reporting and Governance (CCRG) examined and compared Orange County auditor fees with national trends. The bulletin is the result of research by accounting professors James Gong, Myungsoo Son and Vivek Mande, the center's director. CCRG is the premier resource for financial reporting and corporate governance in Orange County and will issue three bulletins each year; the second issue explores executive compensation, and the third bulletin will focus on corporate governance.

To subscribe, email ccrg@fullerton.edu or call 657-278-4414. For more information about the center, visit business.fullerton.edu/centers/ccrg.

continued from page 11

Center for Insurance Studies
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centerforinsurancestudies.com

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business.fullerton.edu/centers/E&TM

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Katrina Smith, *associate director*
leadsbdc.org

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business.fullerton.edu/centers/cfe/sbi.htm

With impressive **NATIONAL RANKINGS**, globally recognized **FACULTY RESEARCH** and students whose **ACADEMIC PERFORMANCE** and accomplishments put them at the **FOREFRONT** of the **JOB MARKET**, Mihaylo College is the **LARGEST ACCREDITED BUSINESS SCHOOL** on the West Coast, and we are **SHAPING BUSINESS** in **SOUTHERN CALIFORNIA**.

Best Business School:
Mihaylo College holds dual accreditation for both business administration and accounting by the Association for the Advancement of Collegiate Schools of Business International, the premier international accrediting body for business schools. Just 5% of business schools worldwide have achieved this distinction.

Dean's Report 2014-2015

Students in Mihaylo College's year-long Applied Securities Analysis Program manage investment funds under the guidance of an advisory board. Jeff Van Harte '80, seated left, chairman and chief investment officer at Jackson Square Partners, donated initial funds for the program and serves as an advisory board member. Students in the program include finance majors, standing from left, Steven Rodriguez '15, Kelsie Ornelas '15 and Eli Jaloul '15. Michael Milligan is the program's instructor, seated right.

a.

b.

c.

a. Finance majors, from left, Brandon Young '15, Steven Rodriguez '15, Roresa Mojo '15 and Matthew Marshall '15

b. Michael Milligan, finance professor

c. Jeff Van Harte '80, chairman and chief investment officer at Jackson Square Partners

By Laurie McLaughlin

RISING STOCK

YEAR-LONG INVESTMENT COURSE PAYS DIVIDENDS FOR FINANCE STUDENTS

A SELECT GROUP OF MIHAYLO COLLEGE STUDENTS MANAGE **INVESTMENT FUNDS TOTALING $260,000** IN THE **APPLIED SECURITIES ANALYSIS PROGRAM**. THE FUND WAS CREATED BY DONORS, INCLUDING **JEFF VAN HARTE '80**, AND THE STUDENTS' INVESTMENT PROFITS HAVE RESULTED IN A **$5,000 DONATION** TO THE **MIHAYLO COLLEGE TUTORING CENTER**.

Investor Jeff Van Harte '80 emphasizes both strong analysis and the courage to take the long view when it comes to investments.

"I feel a lot of investment techniques have become too short in their timeframe for analysis," says Van Harte, who earned a degree in finance at CSUF and is now chairman and chief investment officer at Jackson Square Partners. "It's important for me to show students that they can look at a business, analyze it, hold it, make a good allocation decision and make a lot money."

Van Harte is one of seven advisory board members providing guidance and mentorship to students in the Applied Securities Analysis Program (ASAP) at Mihaylo College. This two-semester course immerses a select group of finance undergraduate and graduate students in investment management: Two teams manage funds that are currently valued at $130,000 each, and there are seven students per team; they analyze businesses and decide whether to buy, sell or hold the stocks they have within their portfolios.

"It's a tough class," says advisory board member Robert Kargenian '81. He earned a degree in sports administration at CSUF, and he's currently president of TABR Capital Management. "It's real world, and more importantly, it's real money. This is not hypothetical."

Students manage funds that were provided several years ago by a number of donors specifically for student investment. In 2011, Van Harte increased these funds with a $100,000 donation when the ASAP course was established.

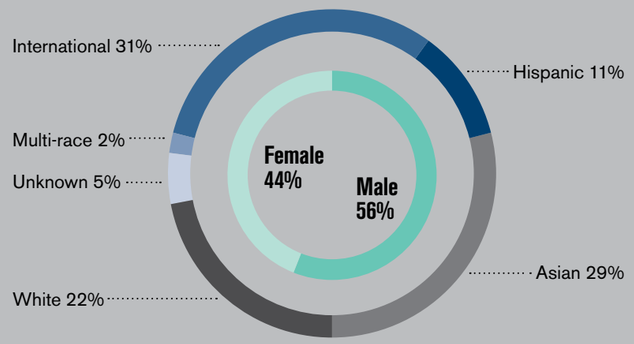
In addition to being a year-long commitment, students must apply, interview and be accepted into the class. They must also take prerequisite courses and attend three day-long preparatory workshops over the summer. In March 2014, the ASAP students donated $5,000 in earnings to the Mihaylo College Tutoring Center.

Finance Professor Michael Milligan runs a hedge fund professionally and is the instructor and managing director of the program. He agrees with Van Harte about the importance of research and analysis, which is the foundation of the course.

"When we created the class, we looked at similar programs across the country, and they

continued on page 16

Graduate Student Profile



Average Age

29

Graduate Program Enrollment

2014-15 **614**

Graduate Degree Programs and Concentrations

Flexible MBA
Concentrations in:
- Accounting
- Business Analytics
- Decision Sciences
- Economics
- Entrepreneurship
- Finance
- General
- Information Systems
- International Business
- Management
- Marketing
- Organizational Leadership
- Risk Management and Insurance

Full-time MBA
Concentrations in:
- Accounting
- Economics
- Entrepreneurship
- Finance
- General
- Information Systems
- Management
- Marketing

FEMBA (Fully Employed MBA, Irvine campus)

M.A. Economics

M.S. Accountancy

M.S. Information Systems

M.S. Information Technology (online)

M.S. Taxation

M.S. Taxation (Irvine campus)

d.

f.

e.

d. Finance majors, from left, Brandon Young '15, Roresa Mojo '15, Kelsie Ornelas '15, Chiu Wing Ho '15 and Francesca Cortazar '15

e. Curtis Morrow '15

f. Robert Kargenian '81, president of TABR Capital Management, left, and Dipasri Ghosh, finance professor

g.

h.

i.

g. Students on the Ibex Capital Management team include finance majors, from left, Roresa Mojo '15, Brandon Young '15, Chiu Wing Ho '15, Kelsie Ornelas '15, Matthew Marshall '15, Francesca Cortazar '15 and Steven Rodriguez '15

h. Students on the Mihaylo Capital Management team include finance majors, from left, Franco Granda '15, Henry Escalante '15, Christopher Harraka '16, Curtis Morrow '15, Eli Jaloul '15, Charles Gutierrez '15 and Brandyn Young '15

i. Francesca Cortazar '15

continued from page 15

were working on mutual funds or ETFs, but they weren't actually doing stock analysis, and that's one of the things that separates our program from others," says Milligan.

"We wanted our students to look at a company, take the company apart, look at financials and fundamentals and determine whether it's a stock they want to buy. They manage their own funds and make all of the buy and sell decisions."

In addition to attending class, each student spends about 20 to 25 hours a week of their own time monitoring the fund (using Capital IQ, the industry software), working with teammates to decide what to buy, sell or hold, and researching and writing stock-analysis reports. Each student writes 10 to 15 analysis reports a year, and Milligan helps them fine-tune these reports before they are sent to advisory board members.

The advisory board assumes the same role as an investment committee within a financial firm. They read the reports and vote whether or not to accept the author's recommendation. "The board members make sure the logic behind the report is sound," says Milligan. "If not, they let the student know why and may ask for more information."

In addition to Van Harte and Kargenian, the advisory board includes Ajay Bhootra, finance professor and executive director of ASAP; Dipasri Ghosh, finance professor; Raymond Goldblatt, partner, Joshua Doore Capital Group; Jennifer Hom, finance professor; and Dominic Nolan '95 (finance), senior managing director, Pacific Asset Management LLC. Board members also give classroom lectures and serve as mentors.

DURING THE LAST ACADEMIC YEAR, THE STUDENT-MANAGED PORTFOLIOS WERE **UP 23%** YEAR TO DATE; FOR COMPARISON, THE **S&P 500 WAS UP 15%**, AND THE **S&P 1500 WAS UP 21%** FOR THE SAME TIME PERIOD.

With this intensive experience, many of the program's students have entered the finance industry – at firms including Deutsche Bank, Goldman Sachs, Nestlé, Pacific Life, State Street Bank, U.S. Trust and Wells Fargo – with junior analyst positions versus the traditional entry point through sales or commission jobs. "I'm really happy with the quality jobs they are getting based on what they have learned in the program," says Milligan.

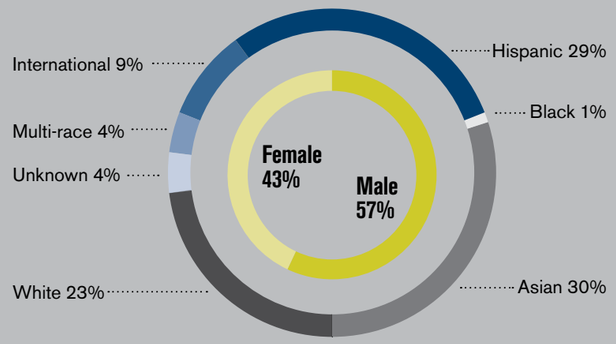
During ASAP's first year, the roughly $200,000 was fully invested in mid-2013.

continued on page 18

BRIAN ROSS '14 RECOMMENDS STOCK ON CNBC

Brian Ross '14 (finance), right, was featured on live television explaining why he is bullish on Yelp stock. Ross was in Dayton, Ohio, on an all-expenses-paid trip to the Redefining Investment Strategy Education Conference – a trip he won with an award-winning video in a contest hosted by TheStreet.com – where he was approached by CNBC reporter Dominic Chu, center. Ross was enrolled in the Applied Securities Analysis Program (ASAP) in 2013-14, and he's currently working with Nestlé USA in the Finance and Control Professional Development program, where he will spend more than three years in manufacturing and corporate finance rotations. Justin Goeche, a University of Oregon student, is also pictured.

Undergraduate Student Profile



Average Age

22.9

Undergraduate Program Enrollment

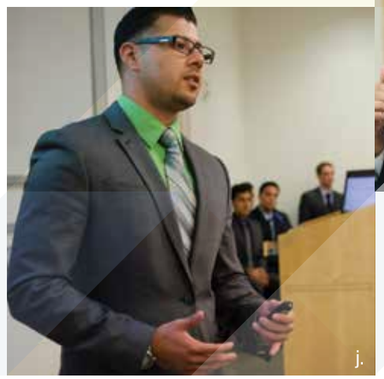
2014-15	7,986
2013-14	7,955
2012-13	7,773
2011-12	7,508
2010-11	7,620

Bachelors of Arts Degrees Awarded by Concentration

2013-14	402	49	32	54	98	51	398	92	47	286	7	317	9	8
2012-13	391	35	30	43	98	80	431	73	50	290	11	309	5	5
2011-12	377	24	22	46	80	58	397	57	68	329	15	275		4
2010-11	377	20	30	59	61	62	421	75	69	292	12	290		4
2009-10	413	12	17	41	55	68	464	52	54	293	3	266		

Accounting; Business Administration; Business Economics; Economics; Entertainment and Tourism Management; Entrepreneurship; Finance; Information Systems; International Business; Management; Management Science/Decision Sciences; Marketing; Marketing and Information Systems*; Risk Management and Insurance**

*Program started in 2012
**Program started in 2010


j.

k.

j. Henry Escalante '15

k. Roresa Mojo '15

Michael Chacon '16

Receives the 2014 CSU Trustees' Award for Outstanding Achievement

Business Honors student Michael Chacon '16 was awarded the 2014 CSU Trustees' Award for Outstanding Achievement, a scholarship presented to one student at each of the California State University institutions. Pursuing a joint degree in accounting and finance, Chacon would like to work for the Federal Bureau of Investigation fighting white-collar crime. Pictured, from left, are Lou Monville, chair of the CSU Board of Trustees; Adam Day, CSU Board of Trustees member and assistant tribal manager of the Sycuan Band of the Kumeyaay Nation, which funds the scholarships; Chacon; and CSU Chancellor Timothy White.

continued from page 17

During the last academic year, the student-managed portfolios were up 23% year to date; for comparison, the S&P 500 was up 15%, and the S&P 1500 was up 21% for the same time period.

"I envision this program growing both in scope and reputation," says Mihaylo College Dean Anil Puri, who was instrumental in creating the program. "With the support that it is generating from our alumni and professional companies, I believe the program will become nationally competitive in a short time."

As the program continues, Milligan would like to have students make presentations to potential donors to enhance the fund. "Just like they would in the real world, they'll approach institutions who may be interested in having ASAP manage their portfolio or donating to the ASAP fund," says Milligan, who is reaching out to alumni in the finance industry to help make the right connections.

"The difference between book knowledge and real application is night and day," says Milligan.

"With this class, our students are mentally and academically prepared for what they are going to face in the finance industry."

Undergraduate Degree Programs and Concentrations

B.A. Business Administration

Concentrations in:

- Accounting
- Joint Accounting and Finance
- Joint Accounting and Information Systems
- Business Analytics
- Business Economics
- Decision Sciences
- Entertainment and Tourism Management
- Entrepreneurship
- Finance
- Information Systems and Decision Sciences
- Joint Information Systems and Marketing
- Management
- Management Science
- Marketing
- Professional Business (online)
- Risk Management and Insurance

Minors in:

- Business Administration
- Economics
- Entrepreneurship
- Information Systems

B.A. Economics

B.A. International Business

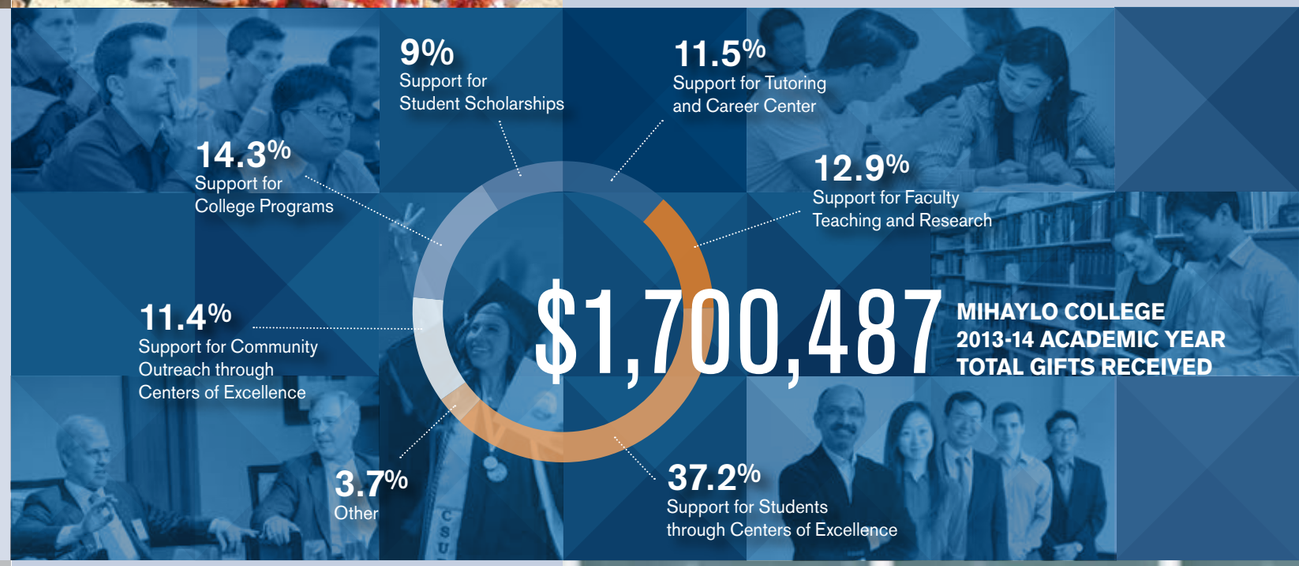
Concentrations in:

- Chinese
- French
- German
- Japanese
- Portuguese
- Spanish

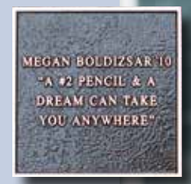
Giving Back

Mihaylo Students Pick Oranges from Campus Trees for Charity

Thirty Mihaylo student volunteers gathered early on a February morning to pick 82 bags of oranges from the 64 trees around Mihaylo Hall. The trees are sponsored by donors for $1,500 each to generate funds for student services and scholarships. Students delivered the 30-pound bags of fresh fruit to Casa Teresa and Share Our Selves charities, which serve the homeless and low-income communities in Orange County. To sponsor a tree, visit business.fullerton.edu/MakeYourMark.



Titan Lovers Giving Back



Megan Jimenez Boldizsar '10 (accounting) and her husband, Todd Boldizsar '10 (communications), both pictured at right, took part in the Titan Lovers campaign and sponsored tiles in the Mihaylo Hall Courtyard. "I have really enjoyed staying involved with CSUF through the Alumni Association and 35/Thirty-five," says Megan, a senior associate at PricewaterhouseCoopers and board secretary of the Orange County/Long Beach chapter of CalCPA. She received the 2010 Outstanding Student Award, and she's currently a member of the Mihaylo College Executive Council's 35/Thirty-five, a group of 35 business professionals 35 years of age or younger. To sponsor a tile, visit business.fullerton.edu/MakeYourMark.

Dean's Advisory Board

Mihaylo College
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Hydraflow

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Mihaylo College
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20TH ANNUAL MIHAYLO COLLEGE GOLF CLASSIC

Roaring into its 20th anniversary was the sold-out 2014 Mihaylo College Golf Classic held at Pelican Hill Golf Club on June 25, 2014. Golfers from companies throughout the Southland were greeted with special enticements at selected holes, including microbrew tastings and alcohol-infused cupcakes. The tournament, which is presented by Mihaylo College and its Executive Council, raised more than $91,000 for student scholarships and programs. The tournament winner was the American Integrated Resources foursome: Jeff Davies, Jim Fulton, Shawn Guertin and Tom Stevens. The event's returning title sponsor was Helpmates Staffing Services. The garment sponsor was Crexendo; dinner sponsor was Southern Counties Lubricants LLC; and the product sponsors were Pacific Premier Bank, Vinyl Technologies and Wood Gutmann Bogart Insurance Brokers. Gold sponsors included KPMG, Mitsubishi, PMCI, R.D. Olson Construction, SWF, and White Nelson Diehl and Evans.

Roger Nieves of the PIMCO Global Wealth Management Group, above, discussed the financial crisis, economic recovery and the role of fiscal policy at the Executive Council Breakfast Forum.

EXECUTIVE COUNCIL BREAKFAST FORUM

The Mihaylo College Executive Council sponsored a breakfast forum featuring Roger Nieves, executive vice president, Global Wealth Management Group, PIMCO, in January 2014 at the Radisson Hotel in Newport Beach. On the topic of "Outlook on Drivers of the Global Economy," Nieves looked at the financial crisis and its impact on the fragile economic recovery and the role of fiscal policy in addressing the longer-term structural challenges. He ended with thoughts on the bright spots in the global economic landscape, including the U.S. housing market and energy sectors. The next Executive Council Breakfast Forum will be in March 2015.

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Resource Global Professionals

Bala Iyer
QLogic

Ronald D. Kent '87
McGladrey

Rob Lucenti
Deloitte & Touche

Vivek Mande
Mihaylo College

Joseph Moderow '70
United Parcel Service (retired)

James Moloney
Gibson, Dunn & Crutcher

Dennis Parrott
KPMG

Wayne Pinnell
Haskell & White

Chris Schmidt '81
Moss Adams

Roger Weninger
Moss Adams

Randall Wick
Emulex

Gary Wilson
PricewaterhouseCoopers

Dean Yoost
Union Bank, Emulex, Pacific Life & Advisory, and American Honda Finance Corp.

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Brian Cohen
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continued on page 22

continued from page 21

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President, California State University, Fullerton

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James Morris
Pacific Life Insurance Company

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Scott Sherman
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Dawn Usher
Silverado Care

Beth Wheat
Experian

ENTERTAINMENT AND TOURISM MANAGEMENT CENTER
Advisory Board

Robert Alvarado '87
Angels Baseball

Randall Baumberger '92
Paramount Pictures

Panelists at the Mihaylo College Commercial Real Estate Forum included Kim Redding from Brookfield Investment Management, left, and Brandon Birtcher from Goodman Birtcher.

2014 COMMERCIAL REAL ESTATE FORUM

The Real Estate and Land Use Institute presented the 2014 Commercial Real Estate Forum, "Moving Forward …The New Real Estate Market," in January 2014 at the Westin South Coast Plaza. Panelists Brandon Birtcher, Goodman Birtcher CEO; Kim Redding, Brookfield Investment Management chief investment strategist and co-chief investment officer; Allen Staff, Bank of America Merrill Lynch market president Orange County; and Frank Suryan, Lyon Communities chairman and CEO, discussed the trends impacting commercial real estate and offered words of wisdom to students interested in joining the industry. The panel was moderated by Pat Donahue '75, Donahue Schriber Realty Group chairman and CEO. The 2015 Commercial Real Estate Forum will be held on January 30, 2015. Visit mihayloweb.fullerton.edu/centers/relui for more information.

20TH ANNUAL ECONOMIC FORECAST CONFERENCE

The 20th Annual Economic Forecast Conference – "Breaking Bad or Breaking Free?" – was presented by Mihaylo College and the Orange County Business Council in October 2014 at the Hotel Irvine. Mihaylo College Dean Anil Puri and Mira Farka, associate professor of economics, shared their economic outlook for the nation, Southern California and Orange County. Emile Haddad, president and CEO of FivePoint Communities, was the guest speaker. The event's title sponsor was U.S. Bank.

Mihaylo Dean Anil Puri, left; Emile Haddad, president and CEO, FivePoint Communities, center; and Mira Farka, associate professor of economics

Mihaylo Dean Anil Puri, left, and Mira Farka, associate professor of economics

MIDYEAR ECONOMIC FORECAST

Mihaylo College presented the midyear update to the annual forecast in April 2014 at the Marriott Irvine, which featured Mihaylo Dean Anil Puri and Mira Farka, associate professor of economics. In addition to an analysis of the economy, the midyear conference also included a presentation on "The Federal Reserve Policy and Prospects for Growth." The event was sponsored by California Bank & Trust. The next Midyear Economic Forecast is Thursday, April 23, 2015, at Hotel Irvine.

CENTER FOR LEADERSHIP AWARDS LUNCHEON

The Mihaylo College Center for Leadership honored leaders within the community at their annual event held in May 2014 at the Radisson Newport Beach. Ventura Foods' Andy Euser received the Executive Leadership award; Silverado Care received the Leadership Development award; Terry Giles '70, Giles Enterprises, and The Allergan Foundation received Center for Leadership Support awards; and Roresa Mojo '15 (economics and finance) received the Student Leadership award.

Leaders within the community were recognized by Mihaylo's Center for Leadership in May 2014. Pictured are, from left, Mihaylo Dean Anil Puri; Terry Giles '70 of Giles Enterprises; Andy Euser of Ventura Foods; Roresa Mojo '15; John Barbuto Jr., Center for Leadership director; Dawn Usher representing Silverado Care and Andrea Mullens representing the Allergan Foundation.

Dan Cohen
Disney-ABC Domestic Television

Steve Dahl
Walt Disney Studios

Gari Ann Douglass
3ality Technica

Vincent Freda
Isolation Network Inc.

Ralph Grippo
Irvine Company Resort Properties

Gary Gwizdala
Dimensional Services Entertainment Consultants

James Jalet III
JNR Incorporated

Clark Jones
Walt Disney Parks & Resorts

Kyle Laughlin
Disney Interactive Labs

Amy Lemisch
California Film Commission

Thomas Mueller
Morongo Casino Resort & Spa

Alan Perper
Paramount Home Entertainment

Beth Roberts
NBCUniversal Cable Entertainment

Warren Stein
Deluxe Entertainment Services Group

Simon Swart
Twentieth Century Fox Home Entertainment

Ralph Winter
1019 Entertainment

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Richard Foster
Foster Consulting Group

Mike Hefner '83
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Gregory Ibbetson
Ibbetson Real Estate Advisors

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Building and Owners and Managers Association, Orange County

Lyne Kridle
Institute of Real Estate Management, Southern California

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Institute of Real Estate Management, Orange County

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Schroeder Asset Management

Robert Taylor '67
The REMM Group

Sandra J. Vaughan-Acton '84
Cal Poly Pomona Foundation Inc.

Brenna S. Walraven
USAA Real Estate Company

Dana White
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Lindsey Vitrano
TEKsystems

Leaders in Research

By **Daniel Coats**

In addition to teaching and mentoring future business leaders, the faculty at Mihaylo College provide dynamic and ground-breaking research in their respective disciplines. These are some of our outstanding scholars:

JEANINE HILL PHOTOGRAPHY

Fatima Alali, *Accounting*
A member of the American Accounting Association, Fatima Alali, has authored studies on the health of the global financial system from an accounting perspective, including an overview of international financial accounting standards, the benefits and drawbacks of cloud computing in accounting, the efficacy of the Sarbanes-Oxley Act of 2002 and the Dodd-Frank financial reform legislation of 2010, and studies of the financial health of failed U.S. banks. A professor of accounting, her papers have been published in leading academic journals, including *Advances in Accounting Incorporating Advances in International Accounting*, *The International Journal of Accounting*, *Journal of Information Systems* and *Accounting and Finance*, in addition to a citation in *Auditing: A Business Risk Approach* by Gramling, Johnstone and Rittenberg, a popular college textbook. Alali's research is timely as businesses and policymakers advise U.S. regulatory bodies on audit firm rotation mandates. Alali earned her Ph.D. from Rutgers University.

Zhenguo Lin, *Finance*
Zhenguo (Len) Lin is a professor of finance and associate director of Mihaylo College's Real Estate and Land Use Institute. His research has been cited by the Federal Reserve, Department of the Treasury, and Department of Housing and Urban Development. His work has also appeared in many media outlets, including the *National Affairs* journal, *The Wall Street Journal*'s marketwatch.com and *Smart Money.* Lin received the 2013 William N. Kinnard Young Scholar Award, an international recognition for making significant contributions in his field. His recent studies include immigrants and mortgage delinquency as well as racial discrimination in mortgage costs. His work "Spillover Effects of Foreclosures on Neighborhood Property Values," which appeared in the *Journal of Real Estate Finance and Economics*, has been cited by more than 150 academic studies and was also cited by former Federal Reserve Chairman Ben Bernanke in his Global Financial Literacy Summit speech. Lin earned his Ph.D. in real estate finance from the University of Wisconsin-Madison.

Larry Howard, *Economics*
Larry Howard is an associate professor of economics, and his peer-reviewed research has focused on evaluating policies affecting disadvantaged populations, including studies on the efficacy of childhood immunization programs in India and the relationships between food insecurity and childhood nutrition and classroom performance in the U.S. "Although widespread hunger and malnutrition are uncommon in the established market economies of Europe and North America, an increasing number of households often forgo or limit dietary intake because of financial hardship," explains Howard, who earned his Ph.D. from the University of Houston. "This causes substantial impairments for children's social skills, which can affect their educational and vocational outcomes later in life." His undergraduate and graduate courses provide students with an opportunity to learn the fundamental tools that are used around the world to study the decision-making of consumers, producers and governments and how they interact with one another in market settings.

Sunil Thomas, *Marketing*
"My research examines different aspects of branding and marketing metrics, including brand revitalization, slogans and brand innovation in the context of a firm's overall marketing strategy," says Marketing Professor Sunil Thomas, who was a brand manager in the consumer-goods industry before joining academia. Thomas' writings have been republished in the *Harvard Business Review* online and reported in the *Washington Post* and *Orange County Register.* His article, "A Brand is Forever! A Framework for Revitalizing Declining and Dead Brands," is a recommended article in the brand management curriculum created by Harvard Business Publishing. "One of my papers revealed that for slogans to be remembered, they should be short, backed by high media spending and retained for a considerable amount of time," he says. "From this, we learn that instead of obsessing over creative elements such as the jingle, companies may be better off keeping a slogan simple and retaining it." Thomas earned a Ph.D. in marketing at Pennsylvania State University.

Rahul Bhaskar, *ISDS*
Rahul Bhaskar, professor of information systems and decision sciences, conducts research in business analytics applications, particularly in industries such as health care and food processing. "Analytics is embedded in organizations, but the data waiting to be analyzed is increasing exponentially," says Bhaskar. He studies how data can be used effectively to improve patient outcomes in health care or help organizations understand how to adapt to market pressures. "Many organizations are unsure how to use the data to change their business strategy, planning and operations," he says. With this research, industry learns about the practices of other organizations in the field. "The research demonstrates the potential of analytics to treat patients and adapt organizations to changing market needs." His research includes collaboration with his students, who help collect and analyze data and co-author the results. Bhaskar earned a Ph.D. in management information systems from the University of Wisconsin-Madison.

John Barbuto Jr., *Management*
John Barbuto Jr., professor of organizational behavior and director of Mihaylo College's Center for Leadership, has developed and copyrighted several research tools and psychometric measures used by business leaders around the world. "I have long been asking the question, 'where does a person's leadership come from?'" says Barbuto, who received the 2014 Mihaylo Executive Council's Faculty Member of the Year award. His scholarly research includes the 2006 study "Servant Leadership: Construct Clarification and Scale Development," which has been cited more than 380 times. Recently, he published "Meeting the Challenges of Effective International HRM: Analysis of the Antecedents of Global Mindset," which aligns with Mihaylo College's mission of developing globally minded leaders. He has published 95 journal articles during his career, which have received more than 2,000 citations. He earned his Ph.D. in organizational behavior from the University of Rhode Island.

GLOBAL IMPACT

Real-Time Collaboration

By Daniel Coats

ISDS Professor Prepares Students for International Communication

The contemporary global economy often requires professionals communicate with peers around the world using Internet and video-conferencing technology. Rahul Bhaskar, professor of information systems and decision sciences, is preparing students for international communication with a unique online chat forum, allowing students in his graduate-level Data Warehousing and Foundations of Business Intelligence course to work with fellow students at the Indian Institute of Management in Ahmedabad, India.

"The students will experience first-hand what the interconnected world is like when working with geographically dispersed team members," says Bhaskar. The Indian students, studying at one of that country's most prestigious business schools, also benefit from the program. "Most of them will work in organizations that network with companies in the United States or other countries," he says.

Students chat in real time via Skype video-conferencing, collaborating on business intelligence and analytics. A recent collaboration included analysis of busy times at airports and determining the impact on customer service. "They overcome cultural barriers to reach common ground and learn diverse business and management perspectives from one another while thinking critically and communicating professionally through technology," says Bhaskar.

— TOP-RANKED REAL ESTATE RESEARCH —

CSUF MIHAYLO COLLEGE ranks **12th** **WORLDWIDE** in published *real estate research* over a **10-YEAR** period and

18th **WORLDWIDE** over a **25-YEAR** period, according to a study published by *The Journal of Real Estate Finance and Economics*.

The Journal of Real Estate Finance and Economics also ranked Finance Professor **MICHAEL LACOUR-LITTLE** **17th** for research published in *major real estate journals* over a **25-YEAR** period.

LaCour-Little, finance department chair and director of *Mihaylo College's Real Estate and Land Use Institute*, is also the recipient of the **AMERICAN REAL ESTATE SOCIETY'S RICHARD RATCLIFF AWARD** for his research on housing finance and mortgage markets.

Mihaylo Welcomes Thirteen New Faculty

ACCOUNTING

Wonik Choi, assistant professor of accounting: Choi's research interests are financial disclosure and capital markets, insider trading, earnings management, textual analysis, and corporate diversification strategy. His teaching interests are in financial accounting and financial statement analysis. He was awarded the Army Commendation Medal by the U.S. Secretary of Defense as a senior KATUSA sergeant in 2002. He earned his Ph.D. in accounting from The Ohio State University.

Sarah Fulmer, assistant professor of accounting: Fulmer's research interests include financial regulation, tax, executive compensation, agency relationships, fraud and financial misconduct, political contributions and political connectedness, and corporate litigation. Her previous experience includes teaching an undergraduate finance course at Florida State University, where she earned her Ph.D. in finance.

Bachman Fulmer, assistant professor of accounting: Fulmer received the 2014 AAA/Grant Thornton Doctoral Dissertation Award for Innovation in Accounting Education from the American Accounting Association for his dissertation, "Attention and Effort in an Investment Decision Under Influence of Gains and Losses"; he was one of just two recipients for this international award. Fulmer's teaching interests include accounting information systems, audit and managerial accounting. He previously worked as a senior internal auditor for Gerdau Ameristeel and in IT Audit/Advisory for Ernst & Young LLP. He earned his Ph.D. in accounting from Florida State University.

Jennifer Howard, assistant professor of accounting: Howard's research interests include corporate taxation, financial reporting, and international taxation. She was awarded the Doctoral Fellowship from the University of Houston from 2009 to 2013. She earned her Ph.D. in accounting from the University of Houston.

ECONOMICS

Gagan Ghosh, assistant professor of economics: Ghosh's teaching interests include microeconomics, international economics and business, and macroeconomics. His research interests are applied microeconomic theory, game theory, industrial organization and political economy. He previously worked as an assistant professor of economics at Copenhagen Business School. He earned his Ph.D. in economics from the University of Iowa.

continued on page 28

continued from page 27

FINANCE

Jongha Lim, assistant professor of finance: Lim's research interests include corporate finance, corporate restructuring, banking, hedge funds, and optimal contracting. Her research has been published in the *Journal of Financial Economics* and the *Journal of Financial and Quantitative Analysis*. She previously worked as an assistant professor of finance at the University of Missouri-Columbia. She earned her Ph.D. in finance from The Ohio State University.

James Primbs, associate professor of finance: Primbs' research interests include quantitative finance, investments and derivatives using tools from optimization, systems and control. Primbs has authored more than 20 journal papers and a book manuscript on derivative pricing. He previously served as an assistant professor of economics and finance at Stanford University and as an associate professor of systems engineering at UT-Dallas. He earned his Ph.D. in control and dynamical systems from the California Institute of Technology.

Jiaren Xu, assistant professor of finance: Xu's research interests include corporate finance, empirical asset pricing, investments, derivatives, financial institutions, risk management and insurance. His teaching interests include corporate finance, investments, securities and derivatives, financial institutions, risk management and insurance. He previously worked as an insurance consultant at Starway Agency Inc. Xu earned his Ph.D. in risk management and insurance from the University of Georgia.

MANAGEMENT

Ryan Gottfredson, assistant professor of management: Gottfredson's research interests include leadership, performance management, employee perceptions, and research methods and analysis. His teaching interests include organizational behavior, human resources and statistics. Gottfredson has published in several journals, including the *Journal of Management* and *Business Horizons*. He earned his Ph.D. in organizational behavior and human resource management from Indiana University.

Naser Nikandish, assistant professor of management: Nikandish's research interests include capacity analysis, supply-chain management and inventory management. His teaching interest is operations management. He previously served as a business process re-engineering expert for Kayson Company in Iran. He earned his Ph.D. in production and operations management from Cornell University.

Rommel Salvador, assistant professor of management: Salvador's research interests include socially responsible management. His teaching interests are organizational behavior, leadership and supervision, human resource management, and business ethics and corporate social responsibility. His work has been published in several journals, including the *Journal of Business Ethics* and the *Journal of Management*. He was previously an assistant professor at the University of Washington and the University of Massachusetts. He earned his Ph.D. in business administration from the University of Central Florida.

Ruixia (Sandy) Shi, assistant professor of management: Shi's research interests include supply-chain management, operations-marketing interface, service operations, and partially observed inventory models. Her teaching interests are operations management, business analytics, and quality management among others. She previously worked as an assistant professor at the University of Richmond. Her work has been published in the *Production and Operations Management* journal. She earned her Ph.D. in operations management from the University of Texas.

MARKETING

David Locander, assistant professor of marketing: Locander's research interests include sales, advertising, sales management, and decision-making among other areas. Locander's teaching interests include personal selling, sales management, consumer behavior, and advertising and promotion. He earned his Doctor of Business Administration (DBA) degree in marketing from Louisiana Tech University. M

MATT GUSH

NATIONAL SCIENCE FOUNDATION'S

I-Corps Grant Blends Engineering & Entrepreneurship

With the help of a $50,000 National Science Foundation Innovation Corps (I-Corps) grant, Mihaylo Management Lecturer John Bradley Jackson is working with engineering student Mike Dvavro '15, left, and CSUF Computer Engineering Professor Kiran George, right, to utilize the "lean startup" approach in developing Dvavro's innovation for production and sales.

Mihaylo Management Lecturer John Bradley Jackson visited UC Berkeley twice in six weeks with engineering student Mike Dvavro '15 and Kiran George, CSUF professor of computer engineering, to meet with potential customers for a mechanical arm Dvavro created. The arm attachment is controlled by facial expressions utilizing commercially available technology and moves when the brain and computer communicate.

"It's a solution that could be a life-changer for a person immobilized by an accident, stroke or disability," says Jackson. The trio interviewed 100 prospective customers in Berkeley and Orange County interested in Dvavro's innovation – one step in a very intensive project funded by a $50,000 National Science Foundation Innovation Corps (I-Corps) grant.

With rigorous oversight on projects such as the robotic arm, the I-Corps organization engages industry officials and customers to sell technological innovations, becoming part of the rapidly-growing research and development sector.

Of course, science and business are two very different worlds, and Jackson's role was to mentor Dvavro and his student team in a "lean startup" approach to developing their innovation. The entrepreneurial lean start-up method emphasizes experimentation, customer feedback and iterative design over formal planning. "You start by listening to the prospective customer to determine their needs," says Jackson, who led the students through the process of both interviewing potential customers and the in-depth questions and evaluations from I-Corps.

"This allows you to figure out how you might help them and provide value. After that, you can determine the product specification and later build the prototype. More testing is needed, but the hope is to commercialize this product." M

By Daniel Coats

Faculty Updates

INFORMATION SYSTEMS — AND DECISION SCIENCES — RANKED GLOBALLY

OFIR TUREL, professor of information systems and decisions sciences, is ranked

43rd in the **WORLD**

among information systems researchers by the **ASSOCIATION OF INFORMATION SYSTEMS**.

The Association of Information Systems also ranked *Mihaylo College*

88th in the **WORLD**,

57th in the **NATION**

AND

fourth in **CALIFORNIA** for *high-quality information systems research.*

ACCOUNTING

Vivek Mande

Myungsoo Son

Vivek Mande and **Myungsoo Son**, both professors of accounting, co-authored "Do financial statements lead to auditor changes?" published in *Auditing: A Journal of Practice and Theory.*

ECONOMICS

Robert Mead

Robert Michaels

Robert Mead, associate professor of economics and vice chair of Cal State Fullerton's Planning, Resource and Budget Committee (PRBC), co-chaired the university's Strategic Planning steering committee and chaired PRBC in 2012-13. **Robert Michaels**, professor of economics, spoke before the U.S. House Committee on Science, Space and Technology, Subcommittee on Oversight in opposition to further extension of the federal production tax credit for wind power.

FINANCE

Mehmet Akbulut

Jing Yang

Zhenguo (Len) Lin

Mehmet Akbulut, associate professor of finance, authored "Do Overvaluation-driven Stock Acquisitions Really Benefit Acquirer Shareholders?" published in the *Journal of Financial and Quantitative Analysis*. **Ajay Bhootra**, assistant professor of finance, authored "On the Role of Intangible Information and Capital Gains Taxes in Long-Term Return Reversals" published in *Financial Management*. **Jing Yang**, professor of finance, and **Michael LaCour-Little**, acting chair of the department and professor of finance, received the "Best Paper" award by the American Real Estate Society for "Taking the Lie out of Liar Loans: The Effect of Reduced Documentation on the Performance and Pricing of Alt-A and Subprime Mortgages" published in the *Journal of Real Estate Research*. Yang also co-authored "On the strategic use of debt and capacity in rapidly expanding marketing," which was published in the *Journal of Corporate Finance*. **Zhenguo (Len) Lin**, professor of finance, published "Racial Discrepancy in Mortgage Interest Rates" in the *Journal of Real Estate Finance and Economics*.

INFORMATION SYSTEMS AND DECISION SCIENCES

Zvi Drezner

Ester Gonzalez

Dawit Zerom

Yi "Jenny" Zhang

Daniel Cavagnaro, lecturer in ISDS, co-authored a paper that was published in *Journal of Risk and Uncertainty* and received the Mihaylo College Faculty Scholar Award for 2013-14. **Zvi Drezner**, professor emeritus of ISDS, was elected a fellow of the Institute for Operations Research and the Management Sciences. He was one of only 12 individuals selected this year in the field of operations research, management science and analytics. **Ester Gonzalez**, assistant professor of ISDS, received the Stafford Beer Medal for best paper by the Operational Research Society. The winning article, "Bridging the Work/Social Divide: The Emotional Response to Organizational Social Networking Sites," was published in the *European Journal of Information Systems*. **Ofir Turel**, professor of ISDS, co-authored a paper, "Service with an e-smile: Employee authenticity and customer use of web-based support services," in *Information and Management*. **Dawit Zerom**, professor of ISDS, co-authored "Are macroeconomic variables useful for forecasting the distribution of U.S. inflation?" in the *International Journal of Forecasting*. **Yi "Jenny" Zhang**, professor of ISDS, has been appointed to a three-year term as Mihaylo College associate dean for administration.

MANAGEMENT

Lorenzo Bizzi

Gerard Beenen

Atul Teckchandani

Lorenzo Bizzi, assistant professor of management, won the Mercure Award for best doctoral thesis for "Social Networks and Job Design: Merging Relational and Proactive Perspectives." Bizzi also authored "The Dark Side of Structural Holes: A Multilevel Investigation" published in the *Journal of Management*. **Lori Muse**, professor of management, was chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2013 for her article, "An examination of traditional versus non-traditional benefits," published in *Journal of Managerial Psychology*. **Gerard Beenen**, assistant professor of management, published "The Effects of Goal Orientations and Supervisor Concerns on MBA Intern Learning and Performance" in the *Academy of Management Learning and Education* journal. He also co-authored "So You Really Want to Work Here? Testing a Model of Job Pursuit for MBA Interns" with **Shaun Pichler**, associate professor of management, published in *Human Resource Management*. **Atul Teckchandani**, assistant professor of management, authored "Do Membership Associations Affect Entrepreneurship? The Effect of Type, Composition and Engagement" published in *Nonprofit and Voluntary Sector Quarterly*, which was also honored with an ASAE Outstanding Academic Publication on Membership Publications award.

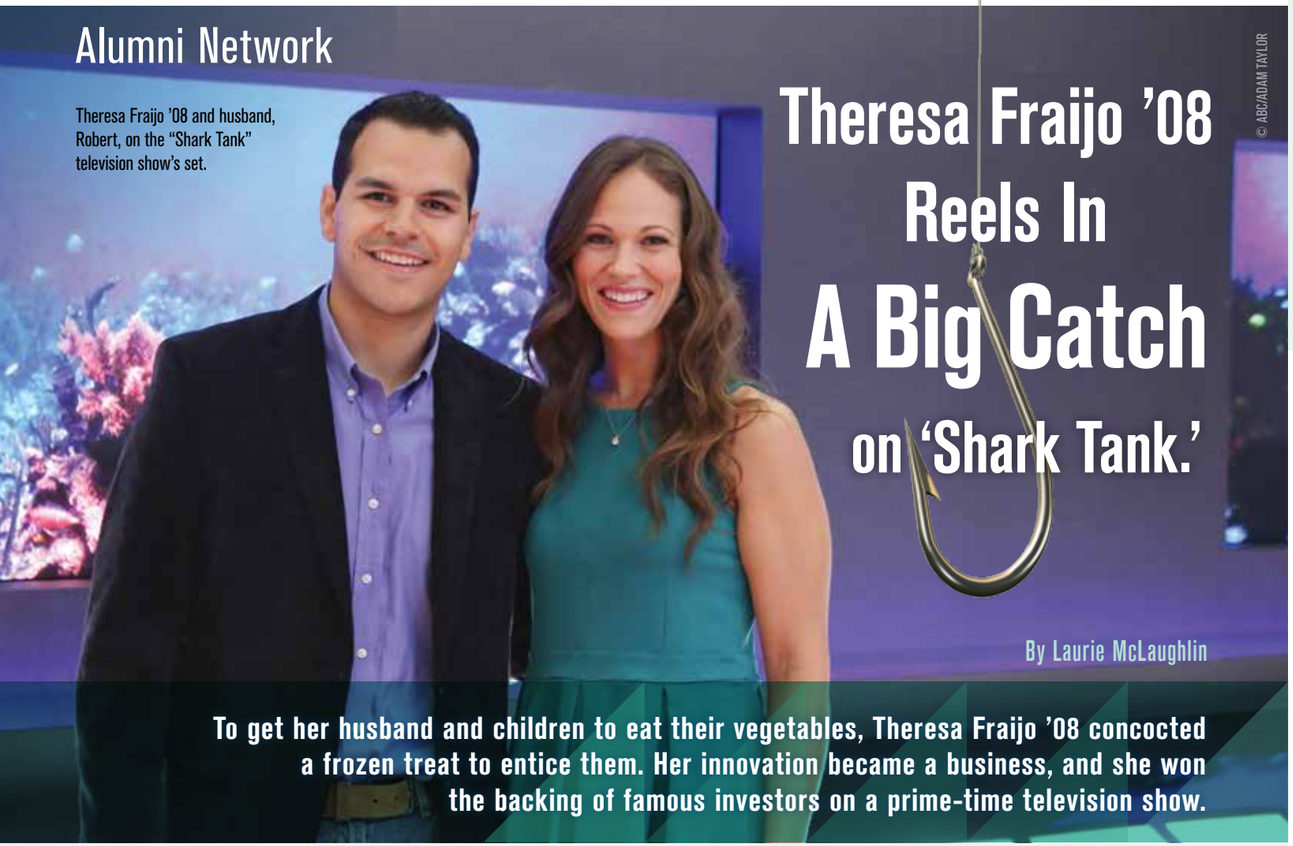
MARKETING

Chiranjeev Kohli

Sunil Thomas

Dana Loewy

Chiranjeev Kohli and **Sunil Thomas**, both professors of marketing, co-authored "A Study of Antecedents of Slogan Liking," which was published in the *Journal of Advertising Research*. **Dana Loewy**, lecturer in business communication, co-authored the ninth edition of *Essentials of Business Communication*. M



Theresa Fraijo '08 and husband, Robert, on the "Shark Tank" television show's set.

© ABC/ADAM TAYLOR

Theresa Fraijo '08 Reels In A Big Catch on 'Shark Tank.'

By Laurie McLaughlin

To get her husband and children to eat their vegetables, Theresa Fraijo '08 concocted a frozen treat to entice them. Her innovation became a business, and she won the backing of famous investors on a prime-time television show.

Mark Cuban is a well-known billionaire entrepreneur and owner of the Dallas Mavericks. Cuban also has an interest in popsicles.

"These aren't popsicles made of water, dye and sugar," says Theresa Fraijo '08 (finance), creator of Veggie Mama's Garden Pops. "These are premium pops made with real fruits and veggies."

Fraijo created these frozen snacks three years ago in her own kitchen in an effort to get her family – husband, Robert, and sons Vance, 9, and Maximilian, 3 – to eat more vegetables. She froze her pureed concoctions to make it easier to store and serve, and the brightly colored and nutritious veggie pops got a lot of attention from other moms and teachers. This enthused interest turned into sales, and a business was born.

Within a year, Theresa and Robert, who live in Laguna Niguel, pitched their popsicle enterprise to the notoriously tough investors on an October 2013 episode of ABC's "Shark Tank" television series, which features Cuban and other internationally successful business titans – they are the "sharks" on the show – looking for the next big business idea. "If you watch the show, you know that the sharks can be pretty critical and sometimes tear people apart," says Theresa. "They drilled us for a good hour, but we had really done our homework on every shark, and we anticipated what they might ask and try to offer. We had a great response from them, and they were pleasantly surprised that there were vegetables in our pops."

A bidding war among the sharks resulted in a combined investment of $75,000 from Mark Cuban and real estate entrepreneur Barbara Corcoran; in exchange, the two investors each have a 10% stake in Veggie Mama. "We got exactly what we wanted," says Theresa. "They all loved our product."

Cuban, Corcoran and their respective business teams act as advisors and mentors to the company; but otherwise, Theresa manages the entire operation – from recipes and sales to the minutiae of shipping frozen foods across the country. "The sharks are there to help me, but it's still my business, and I am expected to perform."

In 2012, she and Robert used their savings along with loans from friends and family to open a commercial kitchen in Upland, Calif., and Theresa even pawned the diamond in her wedding ring to buy a particular piece of equipment. The subsequent "Shark Tank" funding was the boost they needed to continue to grow.

Veggie Mama Garden Pops – in three flavors: carrot berry, citrus cucumber and sweet potato pie – are currently sold in nearly 200 Sprouts Farmers Market locations, in Whole Foods Markets up and down the western United States and in a number of smaller grocery store chains on the East Coast. Their products – including the new sweet potato peach and raspberry beet Garden Jams – are also available online at veggiemama.com.

By Laurie McLaughlin

Alan Dale Dickinson '77

Mike Groff '78

Robert Klein '76

David Rohlander '72

Rand Scherff '71

Kevin Costner '78

Daniel Hann '77

Fran Inman '76, '81

Dan Koops '74

1960s

Charles Bruce Baird '66
(MBA) was included in *Who's Who in America 2014*.

1970s

Kevin Costner '78
(marketing) starred in the motion picture "Draft Day" as the Cleveland Browns' general manager under pressure to save the franchise.

Alan Dale Dickinson '77
(finance) writes mystery novels sold around the world. He currently has 30 books on Amazon.com, which include novels, novellas, short stories and self-help books.

Mike Groff '78 (management) is president and CEO of Toyota Financial Services overseeing all operational and financial activities in the United States.

Daniel Hann '77 (economics) was elected to Indiana's Franklin College Board of Trustees.

Fran Inman '76, '81
(finance, MBA) was reappointed to the California Transportation Commission, where she has served since 2011.

Robert Klein '76 (MBA) retired after 34 years with Nabisco as director of national training. Klein has written two books, including *From Cotton Picker to Millionaire: An Autobiography.*

Dan Koops '74 (marketing) was re-elected to the Bellflower City Council.

David Rohlander '72
(finance) has written the *Idiot's Guides: Management Skills*, which was released Dec. 2. His previous book, *The CEO Code: Create a Great Company and Inspire People to Greatness with Practical Advice from an Experienced Executive*, is a best-seller on Amazon.

Rand Scherff '71
(business administration) owns Speedpro Imaging in Tustin and was honored in 2006 with the Shingo Award for Manufacturing Excellence. He also serves on the board of the Tustin Chamber of Commerce.

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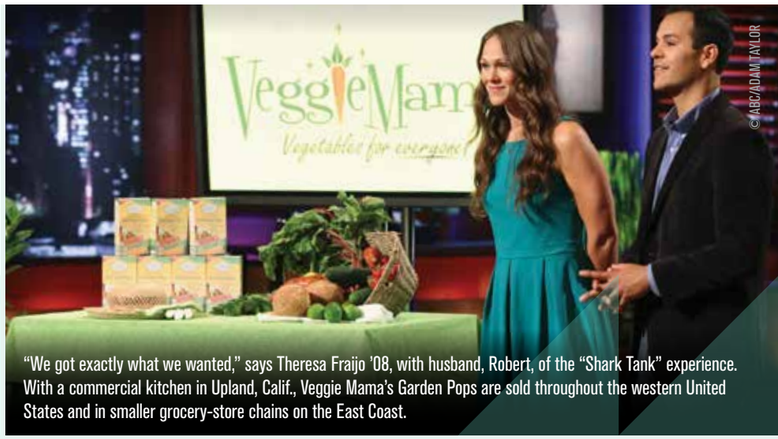
Following a bidding war among the "Shark Tank" investors, Dallas Mavericks owner Mark Cuban, left, and real estate entrepreneur Barbara Corcoran, second from left, invested a combined $75,000 in Veggie Mama.



© ABC/ADAM TAYLOR

"We got exactly what we wanted," says Theresa Fraijo '08, with husband, Robert, of the "Shark Tank" experience. With a commercial kitchen in Upland, Calif., Veggie Mama's Garden Pops are sold throughout the western United States and in smaller grocery-store chains on the East Coast.

Nick Arciniaga '07 is working toward qualifying to compete with the U.S. track and field team in the 2016 Summer Olympic Games.

VICTAH SAILOR/PHOTORUN.NET

Nick Arciniaga '07 Finishes Second Among U.S. Runners at the 2014 Boston Marathon

Mihaylo alumnus Nick Arciniaga '07 (accounting) placed seventh overall and second among U.S. runners at the 2014 Boston Marathon.

The 31-year-old finished the 26-mile race in 2 hours, 11 minutes and 47 seconds. Arciniaga is working toward qualifying to compete in the 2016 Summer Olympic Games in Rio de Janeiro, Brazil, with the U.S. track and field team.

"Throughout my running career, I have learned that persistence, dedication and experience have been my building blocks for success," says Arciniaga, a professional marathoner with athletic gear brand Under Armour. "I began my career at a very low level, but with the knowledge I have gained, and determination to achieve at the highest level, I am now competing among the best in the world." Arciniaga lives in Flagstaff, Ariz., and is assistant manager and accountant at Run Flagstaff, a sporting goods store involved in local track and field events. He credits his success partly to his Mihaylo education: "My business classes taught me how to market myself in the running industry."

By Daniel Coats

Ramona Agrela '89

Henry Mendoza '81

1980s

Ramona Agrela '89 (marketing), associate chancellor and chief of staff at UC Irvine, was nominated for the *Orange County Business Journal*'s Women in Business award.

Kelly Anderson '89 (accounting) was appointed chief financial officer at WindPower Innovations Inc. in Arizona.

Darleen Armour '87 (finance) was appointed the director of valuation services at BDO Consulting.

Debrah Knight '81 (accounting), director of business development at Platinum Resource Group Inc., was nominated for the *Orange County Business Journal*'s Women in Business award.

Roger Kotch '81 (accounting), CFO of In-N-Out Burger, joined the board of governors of the Cal State Fullerton Philanthropic Foundation.

Henry Mendoza '81 (accounting) joined Link Murrel & Company LLP as a partner.

Connie Schulze '87 (accounting) is the CFO for Goodwill in Sacramento.

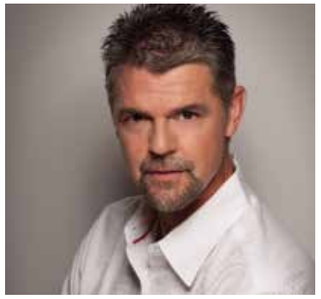
Kelly Teenor '86 (marketing), director of marketing at Hall & Foreman Inc., was nominated for the *Orange County Business Journal*'s Women in Business award.

Roger Kotch '81

Darlene Armour '87

Kelly Teenor '86

Connie Schulze '87



Michael Oates '92

Kent Ratzlaff '92

Jefferson Tiangco '98

Rochelle Reiter '95, '00

Ivo Tjan '99

1990s

Jay Gandhi '94 (marketing) is a U.S. magistrate judge in San Francisco and was recently featured in a *San Francisco Daily Journal* article.

Michael Oates '92 (MBA) is owner of Café Hidalgo in Fullerton and spoke at the Fullerton Public Library Foundation's Author's Luncheon about his historical-fiction novel, *Wade in the Water.*

Kent Ratzlaff '92 (accounting), executive vice president at Niagara Bottling in Ontario, received the Rising Star award at the *Orange County Business Journal*'s CFO awards dinner.

Rochelle Reiter '95, '00 (marketing, MBA), principal at Orange Label Art + Advertising, was nominated for the *Orange County Business Journal*'s Women in Business award.

Jefferson Tiangco '98 (accounting) received the award of distinction for best use of photography on the Web from the California School Employees Association for his role as the CSEA Region 33 webmaster.

Ivo Tjan '99 (marketing) is chairman and CEO of Commerce West Bank and was a speaker during Cal State Fullerton's Business Madness event.

U.S. Bancorp CEO Richard Davis '83 received an honorary Doctor of Humane Letters at CSUF's May 2014 commencement. Davis is a frequent guest speaker at Mihaylo College's annual Economic Forecast Conference and was a contributor to the building campaign for the Steven G. Mihaylo Hall.

U.S. Bancorp Chairman Richard Davis '83 Receives Honorary Doctorate

As a full-time bank teller at the age of 18, Richard Davis '83 (economics) attended college at night. "When you do that, you aren't in it for fun. Education's real," he says. "Those are the people I like to hire, the folks who are working all day and in school at 7 p.m." Davis is now chairman, president and chief executive officer of U.S. Bancorp, and he was awarded an honorary Doctor of Humane Letters during CSUF's May 2014 commencement ceremonies. U.S. Bancorp is the parent company of U.S. Bank, the nation's fifth-largest commercial bank. A frequent guest speaker at Mihaylo College's annual Economic Forecast Conference, Davis was a contributor to the building campaign for the Steven G. Mihaylo Hall and received the CSUF Distinguished Alumni Award in 2008.

2000s

Randy Aung '08 (management) was featured on the CBS game show "Let's Make a Deal." He went home with numerous new electronics. Aung is human resources administrator for OSI Systems Inc. in Hawthorne, Calif.

Jennifer Cavender '02 (accounting), audit senior manager at Haskell & White LLP, was nominated for the *Orange County Business Journal*'s Women in Business award.

Vaniah De Rojas '09, '11 (management, MBA) was awarded the 57th Assembly District Distinguished Women of the Year award from California Assemblyman Ian Calderon.

Regino Diaz '00, '03 (finance, MBA), consumer market executive and senior vice president at Bank of America, joined the CSUF Philanthropic Foundation Board of Governors for a three-year term.

Jennifer Cavender '02

Al Jabbar '04

Jamil Ghaznawi '04 (accounting) was appointed national director and country head for Saudi Arabia at Jones Lang LaSalle, a real estate investment and advisory firm.

Al Jabbar '04 (marketing) was elected to the Anaheim Union High School District Board of Trustees.

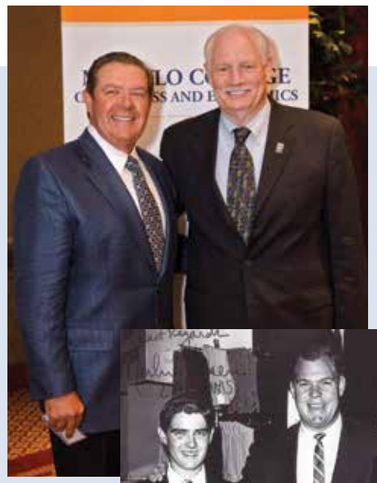
Mary Grace (Cachuela) Lagasca '02 (finance) is founder and executive director of InJoy Life Resources Inc.

Mary Grace (Cachuela) Lagasca '02, right

Randy Aung '08

Marc Trinh '01, '07

Tam Nguyen '05



Decades-Long Friendship

Terry Giles '70 (communications), bottom left, and Joe Moderow '70 (economics), bottom right, were both 17 years old when they posed for this photo with Pro Football Hall of Fame legend Merlin Olsen.

Giles and Moderow, at a recent Mihaylo College event, top left, have been best friends since high school. Moderow is a retired UPS senior vice president, general counsel and board member; he is also a member of The Annie E. Casey Foundation's board of trustees. In the early 1980s, he served in the Reagan administration as presidential exchange executive. Moderow is a member of the Mihaylo College Dean's Advisory Board and is on the Center for Leadership board of directors. Giles is owner and president of Giles Enterprises, a holding company for a variety of financial interests. He provided the initial funding for Mihaylo College's Center for Leadership in 2008. Giles is a board member for the Horatio Alger Association, and both he and Moderow are Horatio Alger Award recipients.

By Daniel Coats

Dennis Percell Jr. '04

Mike Rossi '09, '11

Vaniah De Rojas '09, '11

Tam Nguyen '05 (MBA), president and owner of Advance Beauty College and immediate past president of the CSUF Alumni Association, joined the CSUF Philanthropic Foundation Board of Governors for a three-year term.

Dennis Percell Jr. '04 (accounting) recently joined City National Bank's Private Client Services as vice president and senior private banker.

Mike Rossi '09, '11 (marketing, MBA) is the Solutions Marketing Manager at Neudesic.

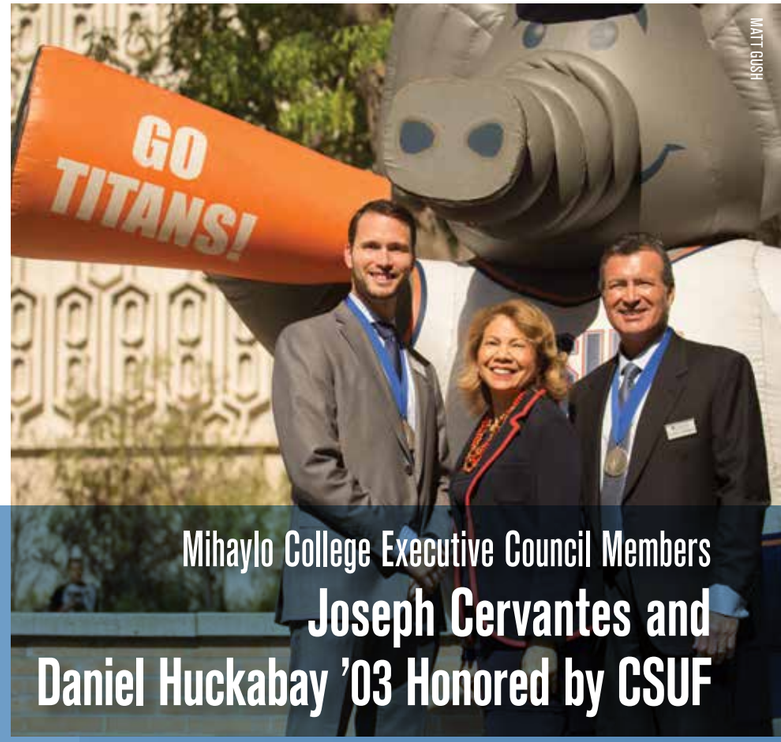
Marc Trinh '01, '07 (business administration, MSIT) is coordinator of the Information and Computer Access Program for CSUF's Disability Support Services.

2010s

Austin Locke '12 (finance) is director of purchasing at Kana Pipeline.

Let us know about your new job, promotion or other successes. Please send information and photos to Amanda Leon, amleon@fullerton.edu.

Cal State Fullerton President Mildred García, center, presented 2014 Vision & Visionaries awards to Daniel Huckabay '03, left, and Joseph Cervantes, right. The Vision & Visionaries awards are among the highest honors the university bestows on alumni and members of the community.



MATT GUSH

Mihaylo College Executive Council Members

Joseph Cervantes and Daniel Huckabay '03 Honored by CSUF

In February 2014, two members of the Mihaylo College community, Joseph Cervantes and Daniel Huckabay '03 (finance), received Vision & Visionaries awards, among the highest honors that Cal State Fullerton presents to distinguished alumni and members of the community.

Cervantes was conferred an honorary alumnus at the ceremony. He is the senior executive vice president of operations for R.D. Olson Construction and has been in the industry for nearly 40 years. The diverse portfolio of projects he has managed include Marriott's Gen Next-designed Courtyard Irvine Spectrum and Courtyard Maui Kahului as well as The Hotel Wilshire and the Ojai Valley Inn and Country Club expansion. Most recently, he managed the construction of Courtyard Anaheim near Disneyland. Cervantes is also currently a corporate sponsor and president of Mihaylo College's Executive Council and has been a member of the council's board of directors since 2007. Two of his children are CSUF graduates.

Huckabay received the Recent Graduate Achievement award and is the president of Commercial Surety Bond Agency, where he has worked since 1996; he purchased the company in 2008. He graduated from CSUF summa cum laude, received the Outstanding Student Award from the Executive Council and was invited at that time to be a member. He has since joined the council's board of directors and co-founded the 35/Thirty-Five group, which encourages business people 35 years of age or younger to join the council with a reduced membership fee – a unique opportunity for young professionals to network with senior members.

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2015 EVENTS

For a complete list of events throughout the year, visit *business.fullerton.edu/events*.

Thurs. 1/29
Commercial Real Estate 2015
11:30 A.M.-1:30 P.M., THE WESTIN SOUTH COAST PLAZA
Contact: *Michael LaCour-Little*, mlacour-little@fulllerton.edu

Thurs. 3/12
Executive Council March Breakfast Forum
7:30-9 A.M., MARRIOTT COURTYARD, IRVINE SPECTRUM
Contact: *Amanda Leon*, amleon@fullerton.edu

Thurs. 4/23
Midyear Economic Forecast
11 A.M.-1:30 P.M., IRVINE MARRIOTT
Contact: *Alice Rodriguez*, arodriguez@fullerton.edu

Thurs. 5/14
Executive Council 35/Thirty-Five
Entrepreneurial Speaker Series
5:30-7:30 P.M., LOCATION TO BE ANNOUNCED
Contact: *Amanda Leon*, amleon@fullerton.edu